

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/721,010**

Filing Date: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **William A. Brandenburg**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Reference CO is an Office Action from the Australian Patent Office in counterpart Australian Patent application no. 2004294170. A copy of that Office Action is provided. Note

that U.S. Patent Nos. 6,144,944 and 5,754,939 cited in reference CO are already of record (as references AB and AO, respectively).

Machine generated English language translations of non-English language references BS, BU and BV are provided. Please note, non-English language reference BR is related to U.S. Patent No. 6,804,659 (reference BI), and non-English language reference BT is related to U.S. Patent Application Publication No. 2002/0078054 (reference BH). References BR-BV were cited in a Notice of Reasons for Rejection from the Japanese Patent Office in counterpart Japanese Patent application No. 2006-541619. A copy of that Notice of Reasons for Rejection, as well as an English language translation thereof, is provided as reference CP.

Please note that references BM-BP are identical to references CJ-CM, respectively.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed before receipt (and assumed mailing) of a first Office Action after the filing of a Request for Continued Examination, it should be considered under 37 C.F.R.

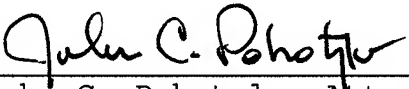
§ 1.97(b)(4). **Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the

Information Disclosure Statement considered to the deposit
account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

June 5, 2009



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